

MAHATMA GANDHI ROAD

GOLD ON
HAPPY WITH NEW PACKAGED WATER
20% OFF MAKING FILTERED FROM RIVERS!
MODIFIED VALUE + FOOD
BUY 1 AND GET 1 FREE
500g

STANDARD CHARTED BANK

LIFE CHANGING PRODUCTS

आइफ चार्जिंग
ARROW SHIRT

EAT ONLY @ McDonalds

URBAN RURAL MENU

HYPERCITY MARKET

AVAILABLE

- CHICKEN
- Mc Vitis
- BISLERI
- KELLOGGS
- YOU
- B.R. ICE-CREAM

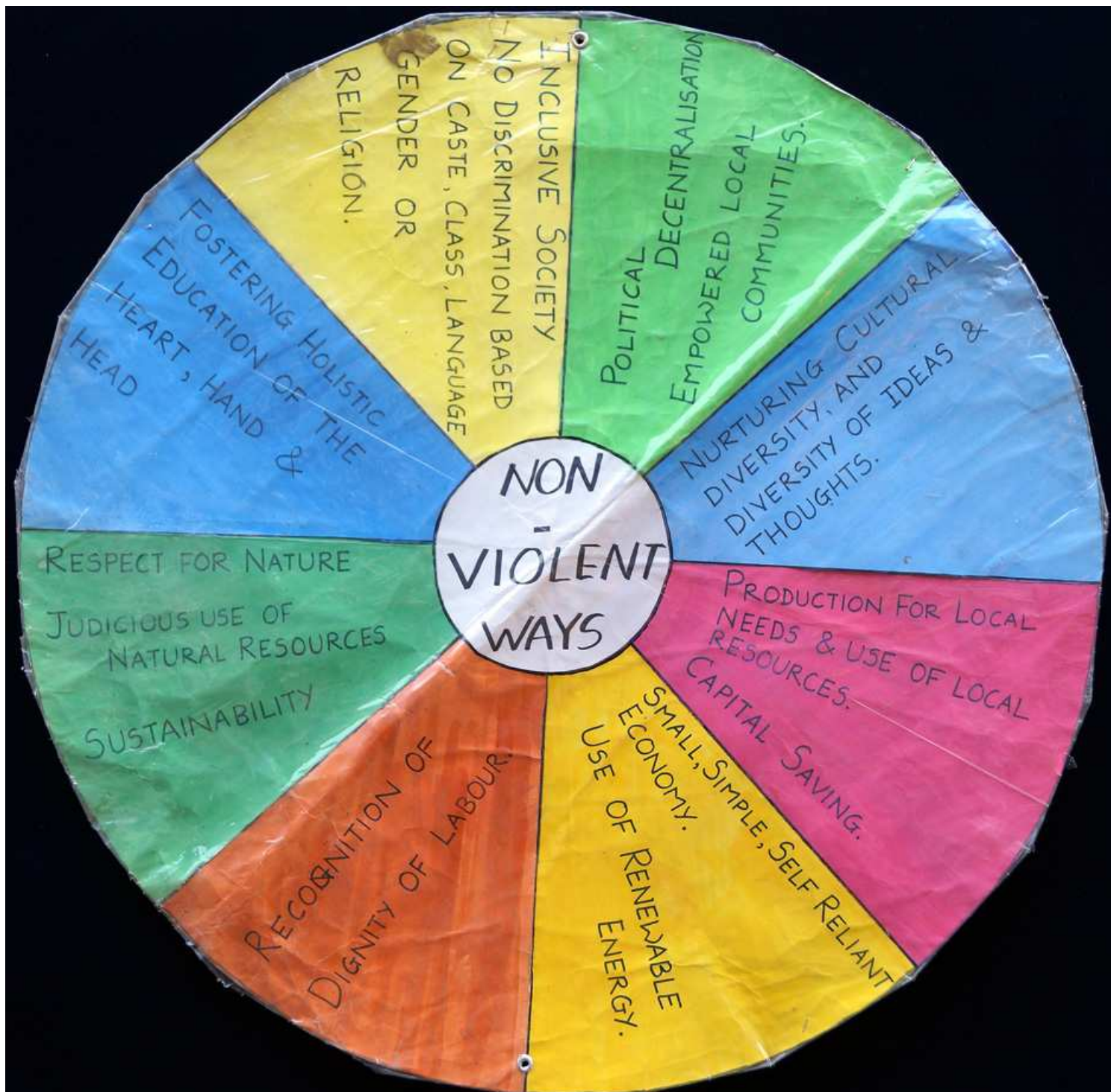
PEPSI

KELLOGGS CORN FLAKES...

THE STORE THE BRAND ONE STOP

ENJOY
Coca-Cola
जीसो जी भर कै!





66 TRADITIONAL COTTON INDUSTRY WAS CLOSELY
INTEGRATED WITH VILLAGE LIFE.

COTTON STALKS
PROVIDED FUEL &
FODDER FOR
CATTLE "



OIL EXTRACTED FROM COTTON SEEDS, LIT
LAMPS IN THE DARK.

NO WASTAGE IN THIS ENTIRE
WEB OF ACTIVITIES.



THE STORY OF DESI
COTTON.

अहिंसा, अध्ययन, स्वराज

The Gond adivasi village of Mendha Lekha was the first in the country to exercise Community Forest Rights under the Forest Rights Act, allowing villagers to obtain bamboo from the forests. The village also spearheaded the gram panchayat movement, with the gram sabha taking a majority of the decisions related to their development.

No government policy can be implemented without the consensus of the Gram Sabha.



We not only want
a piece of [©]the pie,
We want to choose the
flavour & make it
ourselves!"

-ELA BHAT

I FIGHT FOR....
MY RIGHT TO WORK
RIGHT TO LIFE!

A FIELD OF MY OWN
A FOREST OF MY
OWN!!

DE-
CENTRAL
IZED
CREDIT!!

न्याय-समानता
हो आधार, ऐसा
रहे हम संसार

"We are poor, but so many....
(Ela Bhatt) ©



“TRADITIONAL COTTON INDUSTRY WAS CLOSELY
INTEGRATED WITH VILLAGE LIFE,

COTTON STALKS
PROVIDED FUEL &
FODDER FOR
CATTLE”



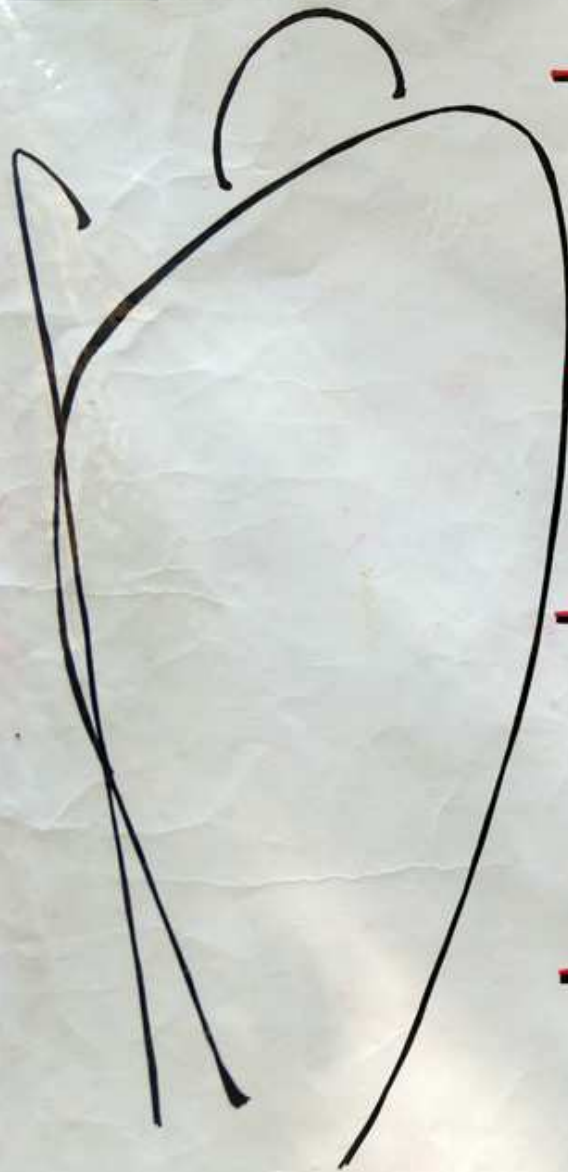
OIL EXTRACTED FROM COTTON SEEDS, LIT
LAMPS IN THE DARK.

NO WASTAGE IN THIS ENTIRE
WEB OF ACTIVITIES.



THE STORY OF DESI
COTTON.

• Gandhi's Principles of Non-Violence



- All life is one. Within us
- We all have truth and untruth.
- The means must be consistent with the ends.
- We must celebrate both our differences & fundamental unity.
- Our oneness calls us to work for the well being of all.

परमाणु ऊर्जा, नहीं शुक्रिया!



The villagers of Idinthakarai and some other neighbouring villages have been peacefully protesting against the Kudankulam Nuclear project since 1988. The movement gained momentum after Fukushima. The non-violent movement has been continually suppressed.

When the environmental clearance was given to KKNPP, the scientists never asked us about our fishes, seasonal changes in the sea, variations in currents, the abundant catch of shrimps & lobsters.

Even our children know, in the case of radiation, ANY DOSE IS OVER-DOSE!

Will any money buy us all that living in the community brings?



HUNNAR SHALA

Hunnar Shala came into existence after the 2001 earthquake in Kutch to construct housing using local materials like, lime, earth thatch, country tiles, along with roof water harvesting.

INCLUSIVE DECENTRALISED URBAN PLANNING

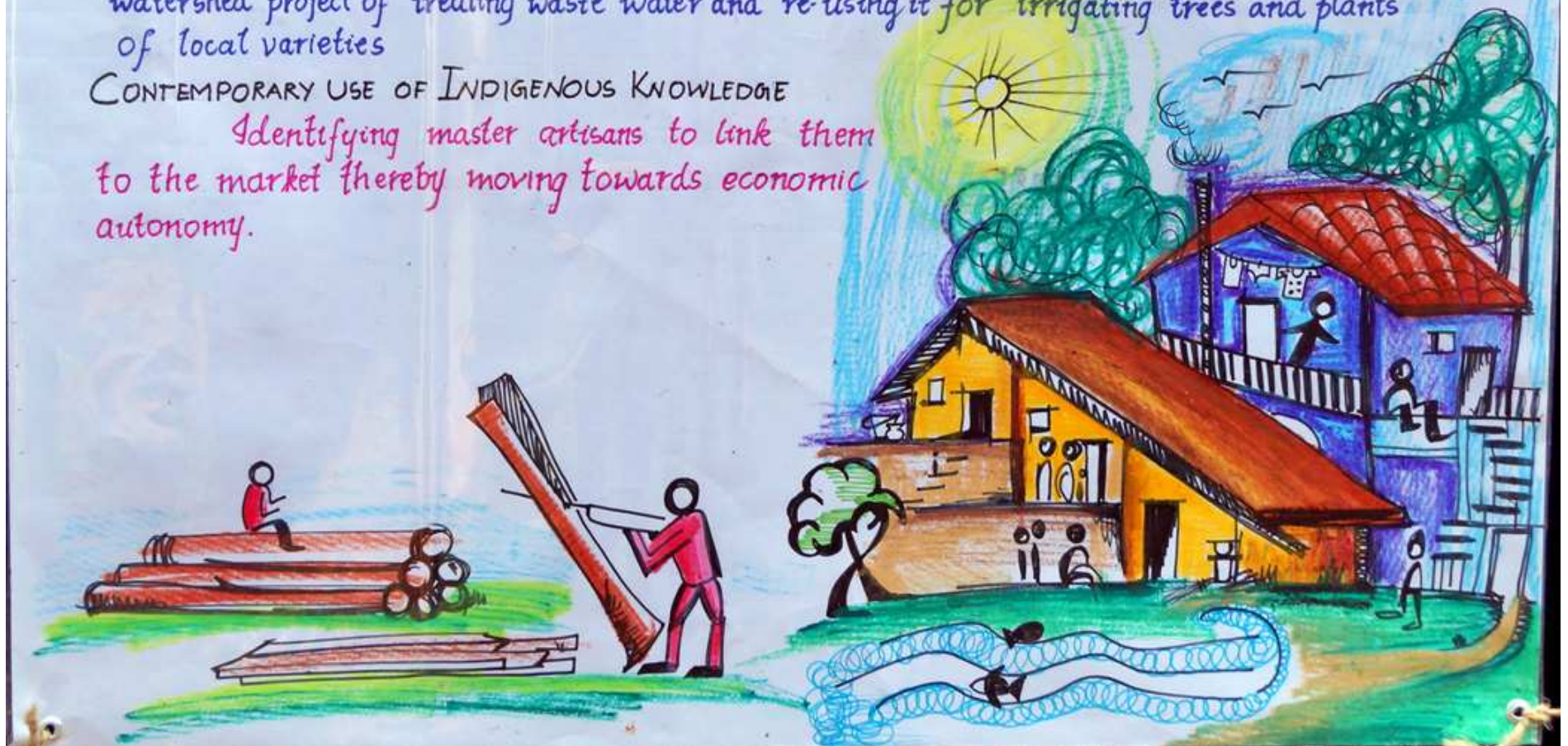
In order to empower poor to manage issues like drinking water, sanitation, garbage disposal, housing etc.

DECENTRALISED WASTE WATER TREATING SYSTEM

This initiative along with the Municipal Corporation and residents has developed urban watershed project of treating waste water and re-using it for irrigating trees and plants of local varieties

CONTEMPORARY USE OF INDIGENOUS KNOWLEDGE

Identifying master artisans to link them to the market thereby moving towards economic autonomy.



ECONOMIC SWARAJ

A young Dalit panchayat head, **Rangasamy Elango** of Tamil Nadu's Kuttambakkam village, worked in the area of rural development. Inspired by J.C. Kumarappa, a cluster of seven villages was formed as a 'free trade zone', where goods, services are traded to reduce dependence on outside market and government. Thus, the money stays back in the region for reinvestment for local development. Another important aspect is the integrated housing system for people from different castes.





SUNLIGHTENMENT

'SELCO SOLAR', AN INNOVATIVE ENTERPRISE LED BY HARISH HANDE, TAKES SOLAR POWER TO 1.5 LAKH LOW-INCOME HOMES IN SEVERAL STATES. BY LINKING SOLAR LIGHTING SYSTEMS AND BANK FINANCING, THE COMPANY HAS HELPED MICRO-ENTERPRISES FLOURISH.

THIS VENTURE HAS PROVED THAT THE POOR CAN AFFORD AND MAINTAIN SUSTAINABLE TECHNOLOGIES, AND THAT SOCIAL ENTERPRISES CAN BE COMMERCIAL. NOW, 'SELCO LABS' IS EXPLORING PRODUCT INNOVATIONS WHICH COULD BE POWERED BY BOTH SOLAR AND WIND ENERGY.





हमारा PDS

An agricultural revolution in 15 villages of Zaheerabad. Under the name of **DECCAN DEVELOPMENT SOCIETY**:
LOCAL PRODUCTION, **LOCAL STORAGE**
and **LOCAL DISTRIBUTION**.

1st DECENTRALISED PDS run by **DALIT WOMEN**.

Organic farming and pastoralism;
Diversity in seeds and livestock.

Freeing producers and consumers,
from the clutches of PDS.

It increased **1000 meals**
per family.



THE MAHATMA AS 'MANAGER'

Dear Mahatma,

On behalf of Complex Lifestyles Solutions, I thank you for applying for the job of Vice President (Corporate Communications) in our esteemed Company. Thankyou for sending us your elaborate autobiography.

- i) THE POSITION YOU HAVE APPLIED FOR REQUIRES VICE, NOT VIRTUE. PLEASE NOTE THAT WE HAD NOT ADVERTISED FOR A VIRTUE PRESIDENT.
- ii) YOUR COMMITMENT TO CONSTANT TRUTH TELLING IS DANGEROUS FOR OUR ORGANISATION'S SELF-IMAGE. WE WANT SOMEONE WHO CAN BE VERY ECONOMICAL WITH TRUTH.
- iii) HERE WE ARE, LOOKING FOR A HIGH TESTOSTERONE, CAN-DO, COMBAT-READY LOUD HUMAN SAXOPHONE AND NOT A TURN-THE-OTHER-CHEEK TYPE.
- iv) WE ARE A SOCIALLY RESPONSIBLE COMPANY AS A MATTER OF POLICY AND WITHIN PERMISSIBLE LIMITS. WE DO SMUGGLE SOME PESTIBIDES IN OUR PRODUCTS BUT MAKE UP FOR IT BY ADVERTISING SOCIALLY RESPONSIBLE MESSAGES ON PAID COMMERCIAL CHANNELS.
- v) YOU SAY THAT YOU LIVE SIMPLY SO THAT OTHERS MAY SIMPLY LIVE. UNFORTUNATELY, WE ARE IN THE COMPLEX LIFESTYLE SOLUTIONS BUSINESS. THE MORE COMPLEX LIFE GETS THE MORE PEOPLE BUY OUR SOLUTIONS.
- vi) BY THE WAY, WHAT IS THIS AHIMSA THING? WE ARE ALSO FIRM BELIEVERS IN NON-VIOLENCE. WE JUST OUT-TALK, OUT-SMART, OUT-SELL AND KILL ALL COMPETITION.
- vii) OUR COMPANY MISSION STATEMENT IS INSPIRED BY ONE OF THE GREATEST LEADERS IN HUMAN HISTORY WHO INCIDENTLY WAS BORN ON THE SAME DAY AS YOURS: THERE IS ENOUGH FOR A MAN'S NEED, BUT NOT ENOUGH FOR HIS GREED. 'AS LONG AS THERE IS NEVER ENOUGH, WE WILL CONTINUE TO GROW IN BUSINESS.'

We regret to inform you that we cannot offer you the job at the present time. Should a revolution happen in the future, we shall consider!

Sincerely, -VP (HUMAN RE-ENGINEERING)

MKSS - INFORMATION is LIBERATION

① 22 years ago
workers at famine
relief site demanded
WAGES!!!



Because
there were
NO RECORDS
they were
Denied WAGES.



MKSS CAME INTO D
PICTURE
HERE...

MAJDOOR KISAN SHAKTI SANGATHAN
obtained records from people and highlighted irregularities



③ This led to
emergence of
public hearing
technique, opening
the doors for
transparent working
and thus began
the

RTI
CAMPAIGN

"Jan Sunwai" or
"Public Hearing"
has become the
platform where
public issues
and the
leakages in the
system are addressed.
Testimonies of the
villagers are presented in
general assembly

And the stories of
HOPE continue



THE FORGOTTEN ONE.

सतिनाथ बाडंगी

while attention and justice were diverted from the BGT victims and they were indiscriminately being prescribed tablets. Sathya, with his principle of 'FIRST NO HARM' established the **Sambhavana Clinic**, which prescribed a blend of western and traditional Indian medicine. The clinic which has an on-campus medicinal herb garden, operates through its six community health centres.

Sathya has been working to keep the issue alive and burning through his creative protests. He heals an entire community with his constant efforts not only in healthcare but also in the strife for justice.



(FROM BAHUROOPE GANDHI)



“LIVE SIMPLY
SO THAT,
OTHERS CAN
SIMPLY”
LIVE

TODAY 'HYBRID' COTTON IS SOLD TO THE TRADERS
PROCESSED IN LARGE
GINNING FACTORIES

SEEDS ARE REMOVED
PACKED INTO TIGHT BALES.



THEY ARE SENT OFF
TO SPINNING MILLS

“ FINALLY.....

THE COTTON GROWN IN THE
WEAVER'S BACKYARD RETURNS
TO HER AS EXPENSIVE YARN ”

I WANT CULTURES OF ALL
LANDS TO BE BLOWN ABOUT
MY HOUSE AS FREELY AS
POSSIBLE BUT I REFUSE TO BE
BLOWN OFF MY FEET BY
ANY.

M.K. GANDHI





I AM KARUPENNU



" I WALK 8 KMS
TO
REACH THE
NEAREST SUB -
CENTRE
OF THE HEALTH DEPT."

BRING ME
GANDHI !!

(BASED ON A INDIAN EXPRESS ARTICLE,
DATED 29th JAN 2012)

Manufacturing the 'educated'



FROM RINGING BELLS,
SEPARATE FACILITIES, STANDARDIZATION,
TO SPECIALIZATIONS INTO SEPARATE SUBJECTS,
THE CURRENT EDUCATION SYSTEM IS MODELLED ON THE INTERESTS
OF INDUSTRIALISM AND IN THE IMAGE OF IT.

STRUCTURAL VIOLENCE

- ➡ STRUCTURAL VIOLENCE OCCURS DUE TO SOCIAL INEQUALITIES
- ➡ POVERTY, HUNGER AND MALNOURISHMENT IS A FORM OF STRUCTURAL VIOLENCE
- ➡ DISCRIMINATION ON THE BASIS OF CASTE, CLASS, LANGUAGE, RELIGION, GENDER AND RACE IS A PART OF STRUCTURAL VIOLENCE
- ➡ DEVELOPMENT CAUSES VIOLENCE AGAINST NATURE AND MARGINALISED PEOPLE
- ➡ STRUCTURAL VIOLENCE OFTEN CAUSES DIRECT VIOLENCE LIKE TERROR, CRIME, WAR ETC.

**DAVID
HORSBURGH,**
Neel Bagh,
A.P.

Fascinated by India, David started a rural school called 'Neel Bagh' in Andhra. Cost effective setup. Idea-rich model of 'Neel Bagh' made it a centre for empowerment.

66 5 Languages are taught -
via Activity Based Learning;
Teachers also learn at In-house training.
Kids learn together, at different pace.
Arts, Life Skills, Languages, Sciences are
given equal space!!!



Samanwaya Vidyapeeth was the result of Dwarko's experiment with poverty education. At Gaya, catering to thousands of landless labourers - Musahars and Bhoktas, this school engages education with agriculture, dairy farming and mechanics. It is self-reliant with its own farm and is based on the principle of 'Samanway' = harmony and togetherness.

**DWARKO,
SUNDRAM,**
समन्वय
विद्यापीठ
गाया, बिहार.



Known popularly as 'Scientist-turned-toymaker', Arvind, an IIT-graduate, decided early in his life, that he did not want to make trucks for a living. Following the 70's slogan of 'Go to the people, live with them, start with what THEY know, build on what THEY have', he went to a village in M.P. through a programme to revitalize primary



**ARVIND
GUPTA,**
HSTP-M.P.; IUCAR, Pune

science education, and started his journey of making science accessible, creative and most importantly, joy-giving. His 'Toys-from-Trash' and 'Aha Activities' are a revolution in terms of science pedagogy and add to the diverse ways of teaching, learning & growing. Currently, he works at the Children's Resource Centre, IUCAR-Pune, and also, quite a lot on/at www.arvindguptatoys.com/

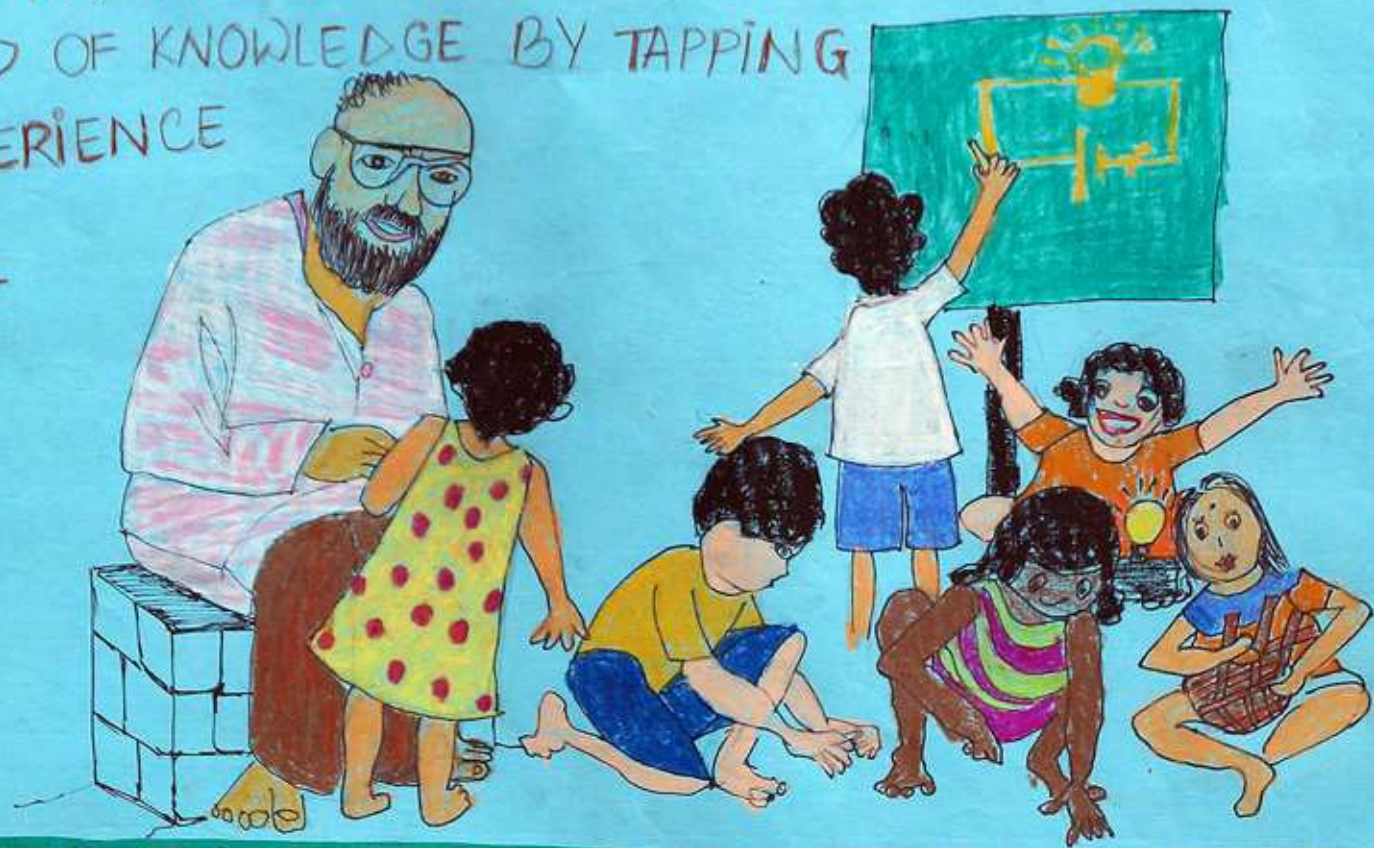
When

Vasudha Sardar found that her husband's suffering from blood cancer & there is absolutely nothing healthy in the food market, she started practicing organic farming in Porgam, 70 km from Pune.



Since 1995, her collective of organic farmers called 'SENDRIYA SETU' produces 1 tonne of chemical-free vegetables and food grains and distributes it all around Pune, through 5 different centres including an FTII canteen...

ANIL SADGOPAL BELIEVES,
AWARENESS OF SOCIAL JUSTICE
BEGINS WITH THE CHILD'S EXPERIENCE
AT SCHOOL. HE HAS WORKED ON A MODEL
OF EDUCATION THAT UNIFIES THE WORLD OF WORK
AND THE WORLD OF KNOWLEDGE BY TAPPING
INTO THE EXPERIENCE
OF THE LOCAL
COMMUNITIES.



LESSONS I LEARNT FROM SEVA BANK

- ⇒ Banks should go to poor women.
- ⇒ Poor Women are Economically Active, thus 'BANKABLE'.
- ⇒ Loans should be Repayable in Small and Tiny doses.
- ⇒ Trust in the Poor is the sanction for lending.
- ⇒ Micro-Savings, Micro-Credit & Micro-Insurance leads to Self-Reliance.
- ⇒ Successful banking with the poor requires Barefoot Bankers with Commitment.
- ⇒ BANKS should be Open to Women of all Communities;

As Integration Is the Essence of

66

Poverty Alleviation.

When poor women own
a room, a wall, a field
or a forest of her
own, she gains
operational
freedom”



"I know where the mud for my house came from, how many plants I uprooted, and how many earthworms I destroyed. DO come from, who makes our bricks and how many people are displaced in this process?"

Saurabh Phadke, currently an ecology teacher and an architect helps local villages with innovative & ecological methods to meet their infrastructure needs. He has remodelled a sanitation system using waste plastic bottles where the sewage is recycled into manure. He uses sand bags for walls, has converted discarded PMT bus into a science lab and believes in using locally available resources.



More than speaking, they listened to us.

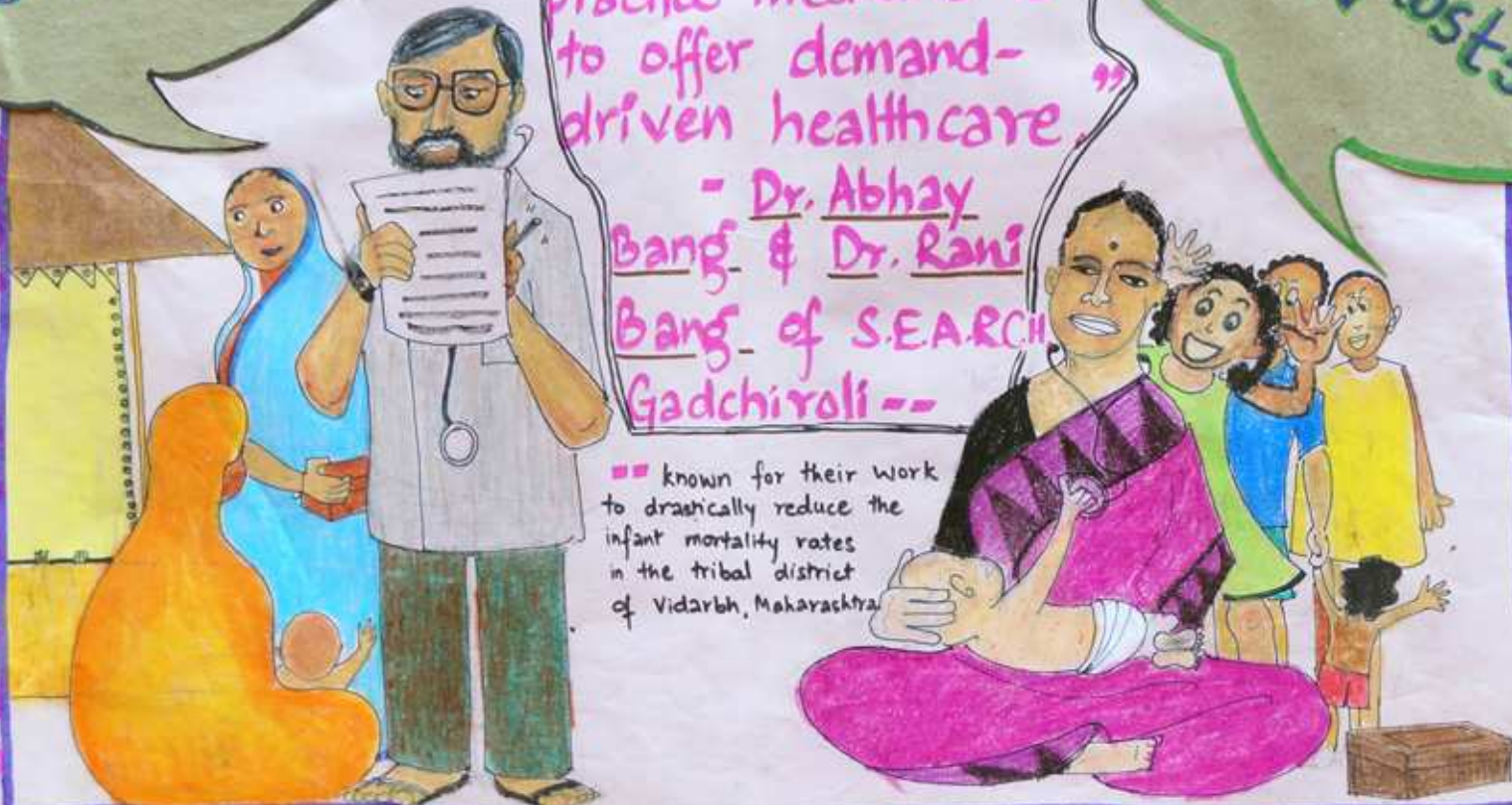
आरोग्य स्वराज

“The only way to practice medicine is to offer demand-driven healthcare.”

- Dr. Abhay Bang & Dr. Rani Bang of S.E.A.R.C.H. Gadchiroli --

■ ■ known for their work to drastically reduce the infant mortality rates in the tribal district of Vidarbha, Maharashtra

We felt that doctors and nurses in white coats looked more like ghosts.



"I believe...
in the love and
CO-EXISTENCE of
both the animate
& the inanimate"



Laurie Baker
(1917-2007)

ARCHITECTURE BLENDING MAN &
NATURE.

A MODEL RESPONSIVE TO LOCAL
CLIMATE & ENVIRONMENT.

ENERGY & COST-EFFECTIVE.

ACCESSIBLE TO THE POOR.

A STRONG COMMITMENT TO
MASS-AFFORDABLE HOUSING.

TRADITIONAL KNOWLEDGES.

LAURENCE WILFRED BAKER
has left behind a unique architectural
legacy. Laurie was born and trained in
England, but made India (Kerala) his home.
He has deeply impacted the way people
conceive homes and public spaces.
Kerala alone has over 2,000 Baker
designed projects.

Rajendra Singh, also known as 'Water Man of India' or 'Water Gandhi', started his journey by repairing and deepening old johads in Alwar, Rajasthan. Today Singh and his 'Tarun Bharat Sangh' has enabled 1058 villages to built and reveiw 8600 johads over a spread of 6500 sq km.

(from the official website of TB)

MAHILA BANKS
RIVER PARLIAMENTS
EMPLOYMENT BY
WATER CONSERVATION
TURNING ARID LAND
CULTIVABLE





NAVDANYA

RECLAIMING INTELLECTUAL AND BIOLOGICAL COMMONS

'Navdanya' won the campaign against neem, basmati rice, naphal wheat biopiracy.

Struggle against legalising patents on seed and food to protect farmers collective rights.

Campaigns against GMO to protect biodiverse, indigenous and sustainable food systems.

Movement against privatisation and commodification of water.

